

INTERDISCIPLINARY OVERLAP IN INTERNATIONAL BUSINESS AND ETHICS/CORPORATE SOCIAL RESPONSIBILITY
Report Submitted to FIU CIBER by Karen Paul (August 8,2019)

The objective of this project was to identify the interconnections of international business and business ethics/corporate social responsibility (CSR) in academic literature and business curricula. The value created was intended to be a "roadmap" of issues of concern historically, in recent years, and currently.

Method: First, the complete corpus of articles published from 1998 to 2018 in the *Journal of International Business Studies* (JIBS) was downloaded. Then, the complete corpus of articles published from 1998 to 2018 in the *Journal of Business Ethics* (JBE) was downloaded. These are the leading journals in their respective fields, so a comparison of the themes in each and identification of overlapping themes was appropriate. In fact, I started the process of searching for keywords that had relevance to business ethics issues in the field of international business as well as terms suggesting the idea of international in business ethics. As stated in the project proposal, in JBE more than 3,000 articles have stated "international business" as a major component. However, in JIBS, fewer than 100 articles have stated "business ethics", "corporate social responsibility", "CSR", or "corporate citizenship." The international business literature has not had many studies published of business ethics/CSR, but that the business ethics/CSR literature has included a considerable amount of international business content. However, more detailed examination of the data revealed some areas where business ethics issues have received considerable attention in the international business literature, e.g., corruption. Another business ethics area where interest and research appears to be growing rapidly in international business is the area of sustainability.

During Summer, 2019 I have developed tentative hypotheses about the influence of international business on business ethics/CSR and the reciprocal influence of business ethics/CSR on international business in the management literature. I am going to use the data collected at this point to see if new areas of concern to the management community (scholars and practitioners) tend to emerge first in the business ethics literature, and then to be reflected in the international business literature. This will be a useful contribution because it will enable scholars and practitioners such as compliance officers and human resource personnel to identify emerging issues, and to locate relevant research at an early stage, perhaps before acute attention accrues to the problem, and hence to avert crises in organizations due to inadequate awareness and preparation. Additionally, I anticipate that this study, when completed, will enable management scholars generally to identify areas of existing research, rather like a literature review, and areas that have been neglected, areas ripe for further development.

This study has been facilitated by the Summer, 2019 CIBER grant, but, as anticipated, is too large a project to be concluded by August 2019. In fact, the data from the two leading journals has been downloaded and the basic ideas for hypotheses have been formulated. Interviews have been conducted with practitioners in emerging areas where ethics issues are significant and international variations in regulation complicate compliance. Preliminary analysis using text mining has been started and the first relevant theme identified. Text mining will be used to identify further relationships between the relevant terms over time, to test whether convergence or divergence is observed, and to test the hypotheses under initial development. As stated in the proposal, I expect "sustainability" and perhaps "inclusion" or "inclusiveness" to increase over time. I see that "corruption" merits further Preliminary examination of the data. An interesting question would be whether such terms emerge first in the business ethics/CSR literature and then migrate to the international business literature, or does the influence flow move in the opposite direction. As noted in the proposal for this study, this research builds on previous work authored or co-authored by Paul (Parra, 2017; Paul, 2015). Further studies done, including papers published or presented at scholarly meetings, will acknowledge CIBER support.

Parra, Carlos M., Monica Chiarini Tremblay, Karen Paul, and Arturo Castellanos. "Exploratory Content Analysis using Text Data Mining: Corporate Citizenship Reports of Seven US Companies from 2004–2012." *Journal of Corporate Citizenship* 66 (2017): 106-151.

Paul, Karen. "Stakeholder theory, meet communications theory: Media systems dependency and community infrastructure theory..." *Journal of Business Ethics* 129, no. 3 (2015): 705-720.